



**MANNATECH.**  
TRANSFORM YOUR LIFE.

## TRANSFORMATION CHALLENGE ® US and CANADA OFFICIAL RULES

### **WHAT IS THE TRANSFORMATION CHALLENGE?**

A contest that allows you to earn cash and prizes while improving your health and wellness. In other words, The Transformation Challenge is a pledge to your health where you track and monitor your transformation and progress over 90-days and beyond. There will be three, 90-day challenges (each three months in duration) with a one-month break between each challenge. The Challenge is offered to Associates and Customers in good standing who join the Challenge at [www.newyou90.com](http://www.newyou90.com) between January 1, 2018 and November 30, 2018.

### **Transformation Challenge Contest Dates:**

- **January 1 – March 31, 2018 – First 90-day Challenge**
  - April – Winners are awarded
- **May 1 – July 31, 2018 – Second 90-day Challenge**
  - August – Winners are awarded
- **Sept 1 – November 30, 2018 - Third 90-day Challenge**
  - December – Winners are awarded
- **MannaFest 2019** – Grand Prize Winners will be announced in January, and celebrated on stage at MannaFest 2019.

### **90-day Challenge Prizes:**

Mannatech will award three cash prizes to the “ most transformed” following each 90-day challenge.

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- First Prize: \$1000 USD
- Second Prize: \$750 USD
- Third Prize: \$500 USD
- 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> place winners will be presented the opportunity to be flown to the Mannatech Headquarters to participate in a professional photo shoot.
- They will automatically be qualified as a potential winner of the grand prize award (see below).

\*\*\*\* All participants who **complete** a 90-day challenge will receive a commemorative Transformation Challenge shirt to celebrate their transformation. **Please note, all of the requirements must be met to earn the shirt.**

#### **Grand Prize Winner: \$10,000 in Cash and More**

- The Grand Prize (Most Transformed) winner will receive \$10,000 in cash.
- Their pictures will be displayed in the Hall of Fame as the Grand Prize winner of the year.
- They will receive special on stage recognition at MannaFest.

#### **HOW DO YOU GET STARTED?**

You are just a few clicks away from beginning your journey to the ultimate body transformation. Remember, Mannatech is not just about fat loss and neither is the Transformation Challenge. This is your chance to change your health and wellness, so enter today!

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It is easy to get started. As a participant, you must follow these three easy steps.

- You must register your participation at <http://www.newyou90.com>. You may register anytime during the promotion period. (You must have 3 consecutive TruHealth purchases.
- You must submit " before" and " after" photos and track their progress through the TruHealth link at <http://www.newyou90.com>.
- You must submit a 250-word short paragraph about your transformation no later than 5 days after the incentive 90-day end date.
- By signing up, you have access to fat loss tips, exercises to support you on your transformation.

### **REQUIREMENTS:**

#### **Before and After Photos:**

In order to compete for prizes, you must submit a total of four " before" photos with a date stamp to start, and agree to all terms of the Transformation Challenge during the timeframe of the Transformation Challenge. You will then submit four " after" photos with date stamp, along with the 250-word essay by the deadline.

Photo requirements on the 1<sup>st</sup> day of participating in the TruHealth Transformation Challenge:

- One frontal view photo with time stamp or current newspaper taken on the established start date/end date.
- One frontal view without a newspaper or digital date and time stamp.
- One profile (side view) photo.
- One back photo.

**Below are tips on how to submit your photos.**

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- The format for uploaded photos should be JPEG.
- The photos must be authentic and not altered or modified. If any photo tampering is evident, you will be immediately disqualified.
- The date on the paper or time stamp must match the day the contestant begins and ends their Transformation Challenge program.
- The same type of clothing is recommended in both your before and after photos. Form fitted athletic clothing is preferred. Revealing or provocative photos will be deemed invalid.
- High-quality photos (300 dpi) are recommended. Photos must be 2 MB or smaller.
- You should take the photos using a white or light-colored solid backdrop for optimal visibility.
- You must successfully fulfill all requirements of the Transformation Challenge to be considered for judging and prizes.
- The decision of the judges is final.

### **250 Word Short Paragraph**

You must submit a short 250-word paragraph sharing your transformation journey. Make sure to include... What your Challenge goals were and how you achieved them? Why you entered the Challenge? How you will motivate others to achieve success through the Transformation Challenge?

Short Paragraph Requirements:

- 250 words in the word text box on the Essay Page of the Transformation Challenge.
- Must Include: Your name, "start" and "end" measurements as seen in the Transformation Tracker.

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- Your essays must be in English when possible.

Associates or Customers using TruHealth System:

In order to participate in the Challenge, you must purchase a minimum of one of the TruHealth SKUs below each of the 3 months of the Challenge to be considered for one of the prizes.

Participants who have previously purchased the TruHealth 30-day Fat Loss Bundle prior to the start day of the challenge are still required to purchase \$249.99 in TruHealth products during the qualification periods each month. Please refer to the list below for the TruHealth bundles that will count towards the \$249.99/250PV requirement.

SKU/ITEM #	PV/QV	Price (USD)
58801	250	249.99
60601	250	249.99
29401	250	249.99
19101	250	249.99
29501	250	249.99

**Eligibility:**

- Associates and Customers 18 years of age and older, as of their registration date, are eligible to participate in the Transformation Challenge.
- All Participants must be a resident of United States or Canada

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- Participants must be a qualified Mannatech Associate/Customers at the beginning of the Challenge and a qualified Mannatech Associate/Customers through the duration of the Challenge. New Participants must purchase the TruHealth 30-day Fat Loss Bundle, Maintenance Bundle or the Commitment Bundle during the Transformation Challenge qualification. In order to actively participate in the Challenge. Participants who have previously purchased the TruHealth 30-day Fat Loss Bundle prior to the start day of the challenge are required to purchase \$249.99 for 3 months of the Challenge to be consider for the monthly and Grand Prize at 2018 Global MannaFest.
- Participants must show use of Mannatech products and shall not use competing products from any other company during the Challenge time.
- Participants cannot utilize any body-transforming procedures including but not limited to, the lap band, gastric bypass, liposuction, HCG, HGH or other similar treatments.
- Challenge winners will be asked to sign an affidavit confirming use of Mannatech products and that they followed the rules and guidelines of the TruHealth program.
- Participants agree to grant Mannatech use of their name, likeness or photo, voice or written materials in any future publication, advertisement or promotion. In addition, each participant understands that they will not be entitled to receive any remuneration of any kind for the future use of their name, likeness, voice or written materials.
- Participants agree to abide by these rules and warrant and represent their entry is authentic, unaltered and their original work, and to grant Mannatech the right to edit, publish, promote and otherwise use their entries, without restriction, in any and all media, for any purpose whatsoever, and without further permission, notice or compensation.

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- Participants may not solicit local media to discuss their participation in the TruHealth program without prior written consent from the Mannatech Communications department. [News@mannatech.com](mailto:News@mannatech.com)
- The winner of the TruHealth program will be required to verify purchases and results or an alternate winner will be selected.

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